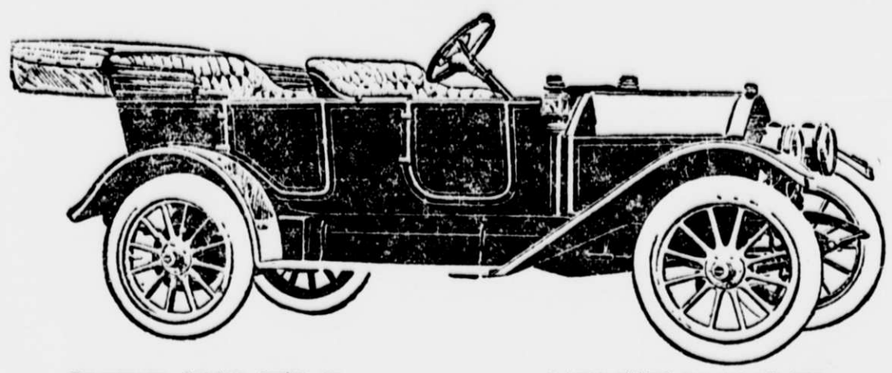
"35" **Marion** $1285



Five-passenger, fore-door touring car; thirty horse-power; equipped with self starter; wheel-base 113 inches; tires 32x4. No-rim-cut type; two gas lamps, three oil lamps; all-black enameled with brass fronts; magneto; horn, tool kit; oiler; quick tire repair kit and pump. Top extra. Price, $1285.

The Points That Prove the Practical Value of This Self-Starting Car

A GOOD many manufacturers are putting a fairly good motor in their car but squeezing the very life out of every other single part of the chassis, in order to get the price down so that they can feature it. They seem to ignore the fact that a car with but one good spot has ninety-nine weak ones. They lay all their stress on the motor and try to hide the inefficient features by fast talk and incorrect arguments.

The self-starting Marion "35" at $1285 has the construction and strength—part for part—that you will find in cars selling for twice the price. It has not been "trimmed" to meet a price. First of all, it is self-starting. The system is simple, safe and economical. You just pull a little lever on the dash—throw the switch and you're off.

It has a rear system that grades with the most expensive cars made. There are five double annular bearings in the transmission; two Timken roller bearings in the differential; two roller bearings in the axle and one in the drive shaft. You cannot find a car below $1800 that has this expensive line-up of rear system bearings. The brake construction is the twin internal expanding type, operating within drums which measure four inches in width and fourteen inches in diameter—the same brake that you will find on the highest priced cars.

The Marion motor is the four cylinder—four cycle type—rated at 30 horsepower. It will easily develop fifty miles an hour and has a record for economy. Aluminum housing instead of iron lowers the weight of this car 82 pounds and greatly lengthens the life of its tires, and, of course, aluminum costs more than iron. And the wheel base is one hundred and twelve inches.

These are a few of the points you should be sure of before you buy a car. They guarantee your investment.

We invite every one to the Grand Central Palace to see the full Marion line.

The Marion Sales Company, Indianapolis, Ind.

Chas. E. Riess & Company, 1896 Broadway at 63rd Street

Brooklyn Salesrooms: 1281 Bedford Ave.

Fisk

The Tires That Make Good Everyday---Everywhere

¶ THE UNIFORMLY STRONG TIRES THAT HAVE MAINTAINED THE consistently high average mileage for the past year.

¶ THE TIRES that are offered with an urgent request to investigate their record for service and economy.

¶ THE TIRES that are backed with direct factory representation in 35 cities and a personal interest in every casing and tube sold.

¶ THE TIRES for ANY RIM in the famous FISK HEAVY CAR TIRE construction.

THE TIRES FOR YOUR 1912 CAR

We are exhibiting at Madison Square Garden and Grand Central Palace

THE FISK RUBBER CO. OF N. Y.

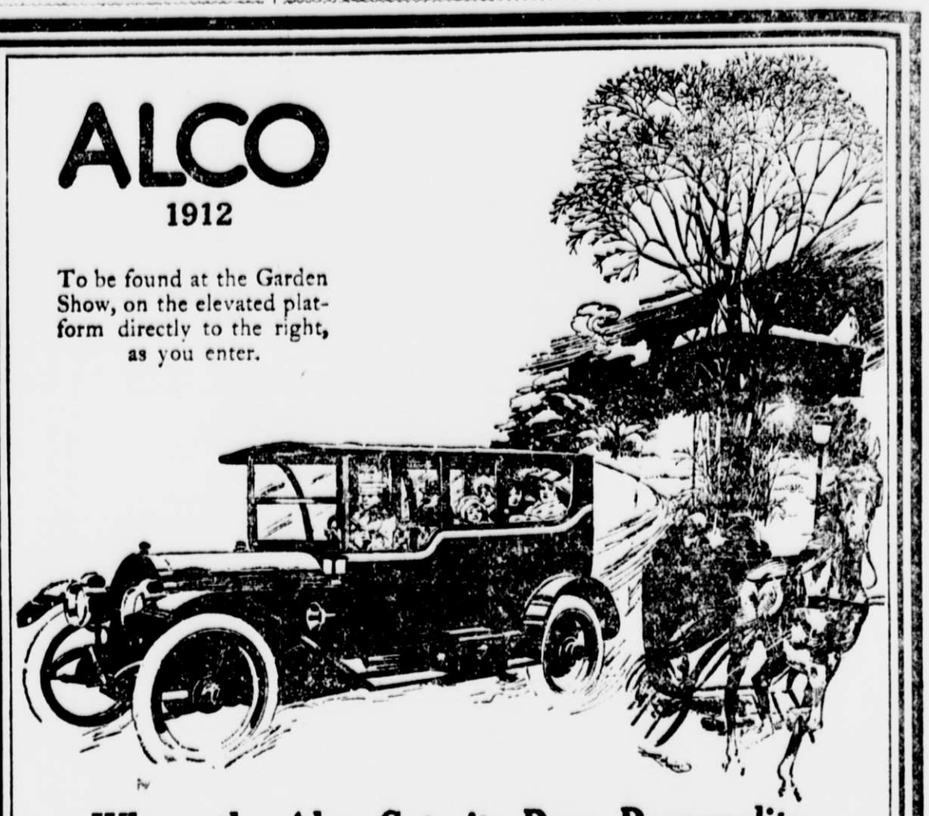
1725 Broadway, New York.

Brooklyn (after January 15) 1207 Bedford Ave.

ALCO

1912

To be found at the Garden Show, on the elevated platform directly to the right, as you enter.



Where the Alco Gets its Rare Personality

IT takes a year and seven months to build one Alco.

A month alone is required to build the rear axle. It is one piece—not built up—but hammered out of a solid billet of steel. Forged out by the largest drop hammer in the world—one that weighs 250,000 pounds and cost $51,700.

Metals in the Alco are rare. Brief specifications do not reveal the superior properties. These are metals that 76 years of locomotive building experience have chosen as final.

Per pound in the raw no materials cost as much as those in the Alco.

Before these metals are turned into parts for the car they receive the most thorough heat treatment of any automobile in America. Gigantic ovens registering as high as 2000 degrees Fahrenheit render every part in the Alco where strain occurs well nigh unbreakable.

Alco parts might be bent, but broken—almost never.

Large vats of oil complete the heat treating processes. To fill one large vat in the Alco heat treating shops requires $3000 worth of oil.

Tests are numerous. As in locomotives, a motor car is strongest only in its weakest part. Therefore, every single part receives a superhuman test.

In the chemical laboratories of the Alco, metals are analyzed into infinitesimal particles. Every ounce must come up to definite, delicate standards—one of the specification sheets would amaze nine out of ten motor car manufacturers.

In the physics laboratories of the Alco are wonderful machines—Frankenstein in their strength—which test springs, axles, frames and other parts with thousands and thousands of pounds of pressure.

Many automatic machines may be found in the Alco shops. Here also are gigantic machines which perform a score of operations in one. One machine bores a small hole through a solid billet of steel almost six feet long with a mathematical accuracy of one one-thousandth of an inch.

One may observe as well small tools that perform a more delicate operation than that of a surgeon.

And the men who run these machines and build these parts into Alco cars are skilled New England workmen who love their work and are proud in knowing that they assist in building America's superior motor car—the two time winner of the race for the Vanderbilt cup, America's motor classic.

Much of what has been said here may be found in first hand evidence in the Alco Exhibit at the motor show. Examine the Alco chassis there. It is evidence which will convince almost any man.

AMERICAN LOCOMOTIVE COMPANY, - 1886 Broadway, NEW YORK

Builders also of Alco Motor Trucks and Alco Taxicabs

Twice winner of the race for the Vanderbilt cup

Oakland

THE "Car with a Conscience"

Model "40" "Victoria"—$1450—(Top Extra).

The Beginning—The End—and a reason

There is a fixed reason for every feature in Oakland cars. The design, material and construction all count for the maximum of efficiency from beginning to end. Nothing is haphazard, experimental or untried. Everything is tried and proven before it is adopted.

Three good reasons for our unit power plant are increased efficiency, added power and reduction of friction (the cause of wear and lost power).

Our three-point motor suspension eliminates distortion—a good reason for this feature. In fact, throughout the car, **there's a reason for everything, from beginning to end.**

Our 1912 line 30, 40 and 45 H. P. $1200 to $3000.
Touring Cars, Coupes, Limousines, Roadsters and Runabouts.
Model "40" Sociable Roadster $1450 seats 3 persons in one seat.

See Exhibit—Space 4—Main Floor, Madison Sq. Garden Show.

OAKLAND FACTORY BRANCH, 1600 Broadway, New York.

WOOD AUTO COMPANY, 451 Lafayette Ave., Brooklyn.

Clifton Again Heads the A. B. O. T.

At the meeting of the Automobile Board of Trade yesterday Charles Clifton of the Pierce-Arrow was reelected president. The other officers reelected were C. C. Hoch, Marmon, vice-president; Benjamin Briscoe, U. S. Motor, secretary; George Pope, Pope-Hartford, treasurer. Besides Messrs. Clifton, Briscoe and Hoch these were elected directors: S. T. Davis, jr., S. D. Walden, W. C. Leland, Hugh Chalmers and H. A. Bonnell.

Kill Von Kull Yacht Club Officers.

The Kill von Kull Yacht Club of Bayonne has elected the following officers for the ensuing year: Joseph B. Smith, commodore; Jaffrey Buchanan, vice-commodore; John Ball, rear commodore; Edward Smith, secretary; John Gilbertson, treasurer; Dr. Lucius F. Donohoe, fleet surgeon; John R. Cowper, fleet captain; John J. Higgins, measurer; John Gibson, Benjamin Laubenheimer and John Cowper, trustees.

Shoemaker Beats Smith at Pool.

Charles Shoemaker, 85, defeated Norman Smith, 75, in last night's game of the amateur handicap pool tournament at John J. Doyle's forty-second street room by the score of 85 to 50. Shoemaker made the required number in nine frames, with a high run of 14. Smith's high run was 15. In the game to be played to-night Frank Cole will meet Edward Seabury.